

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> KUTV-TV      Salt Lake City-Ogden	<b>Date:</b> 10/23/2012
---	----------------------------

I, Media Strategies and Research,  
 being on behalf of: Jim Matheson, a legally  
 qualified candidate of the Democratic political  
 party for the office of: U.S. Congress  
 in the General  
 election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Monday, October 29, 2012			Tuesday, November 06, 2012		

**Total Charges: \$7,400.00**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Matheson for Congress

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Allen Sims

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

Tuesday, October 23, 2012

Date



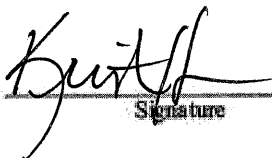
Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

KRISTEN HENDERSON

Printed Name

POLITICAL ADVERTISING SPECIALIST

Title



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

### Contract #

1397626

### Schedule Dates

10/29/12-11/06/12

### Advertiser

Matheson for Congress (73730)

### Agency

Media Strategies & Research-Denver (1374)

### Product

POLITICAL CANDIDATE (ns) (1186)

### Brand

October 29 through november 6 KUTV (481499)

### Salesperson

Henderson, Kristen (2948)

### Sales Office

KUTV/KMYU

### Buyer Name

/

### Phone/Fax

12833

### CPE

Local/Political Candidate Agency BRD

### Account Types

Standard

### Billing Type

Comments

Date Entered 10/22/12  
Last Modified 10/23/12  
Entered By Chantryce Diehl  
CO-OP No  
Headline #  
Demo Normal  
Order Type  
Package Deal  
Commission % 15.00  
Commission \$1,110.00  
Net Total \$6,290.00  
Sales Tax

### Salt Lake City (KUTV)

By Broadcast Month Spots Rate  
Nov. 2012 20 \$7,400.00  
Grand Total: 20 \$7,400.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
2.0	Normal Line / News	11/05/12-11/05/12	3	:30	5:30A- News-2 News This Morning 530a	1	1							1	\$150.00	\$150.00	Salt Lake City (KUTV)		10/22/12
3.0	Revised Line / News	11/02/12-11/02/12	3	:30	6A- 8A (MST)						1						Salt Lake City (KUTV)		10/22/12
3.1	Normal Line / News	11/01/12-11/06/12	3	:30	6A- 8A (MST)					1	1	1		3	\$275.00	\$825.00	Salt Lake City (KUTV)		10/23/12
4.0	Revised Line / SPOT	10/31/12-10/31/12	3	:30	8A- CBS-This Morning (New Title)				1								Salt Lake City (KUTV)		10/22/12
4.1	Normal Line / SPOT	10/29/12-10/31/12	3	:30	8A- CBS-This Morning (New Title)		1	1						2	\$135.00	\$270.00	Salt Lake City (KUTV)		10/23/12
5.0	Revised Line / News	10/29/12-10/29/12	3	:30	12P- News-2 News at Noon	1	1										Salt Lake City (KUTV)		10/22/12
5.1	Normal Line / News	10/29/12-11/01/12	3	:30	12P- News-2 News at Noon	1	1			1				2	\$135.00	\$270.00	Salt Lake City (KUTV)		10/23/12
6.0	Revised Line / SPOT	10/30/12-10/30/12	3	:30	3P- Ricki Lake			1									Salt Lake City (KUTV)		10/22/12
6.1	Normal Line / SPOT	10/30/12-11/02/12	3	:30	3P- Ricki Lake			1			1			2	\$125.00	\$250.00	Salt Lake City (KUTV)		10/23/12
7.0	Normal Line / News	10/31/12-10/31/12	3	:30	4P- News-2 News at 4p				1					1	\$175.00	\$175.00	Salt Lake City (KUTV)		10/22/12
8.0	Normal Line / News	11/01/12-11/01/12	3	:30	4:30P- News-2 News at 430p						1			1	\$200.00	\$200.00	Salt Lake City (KUTV)		10/22/12
9.0	Normal Line / News	10/29/12-10/29/12	3	:30	5P- News-2 News at 5p		1							1	\$400.00	\$400.00	Salt Lake City (KUTV)		10/22/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Accepted-Station:

Date:

Date:

Comments:

*Byrtch*

10/27

PAYMENT RECEIVED



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Media Strategies & Research-Denver  
1580 Lincoln St  
Ste 510  
Denver, CO 80203-1507

## Contract # 1397626

**Schedule Dates** 10/29/12-11/06/12  
**Advertiser** Matheson for Congress (73730)  
**Agency** Media Strategies & Research-Denver (1374)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** october 29 through november 6 KUTV (481499)  
**Salesperson** Henderson, Kristen (2948)  
**Sales Office** KUTV/KMYU  
**Buyer Name** /  
**Phone/Fax** 12833  
**CPE** Local/Political Candidate Agency BRD  
**Account Types** Standard  
**Billing Type** Comments

**Date Entered** 10/22/12  
**Last Modified** 10/23/12  
**Entered By** Chantrayce Diehl  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$1,110.00  
**Net Total** \$6,290.00  
**Sales Tax**

## Salt Lake City (KUTV)

**By Broadcast Month**  
Nov. 2012 20  
Grand Total: 20  
**Spots**  
20  
**Rate**  
\$7,400.00  
\$7,400.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
10.0	Normal Line / News	11/02/12-11/02/12	3	:30	5P- News-2 News at 5p						1			1	\$400.00	\$400.00	Salt Lake City (KUTV)		10/22/12
11.0	Normal Line / Prime	10/30/12-10/30/12	5	:30	8P- CBS-NCIS: Los Angeles (Tuesday)			1						1	\$1,300.00	\$1,300.00	Salt Lake City (KUTV)		10/22/12
12.0	Normal Line / News	11/03/12-11/03/12	5	:30	10P- News-2 News at 10p						1			1	\$500.00	\$500.00	Salt Lake City (KUTV)		10/22/12
13.0	Normal Line / News	11/04/12-11/04/12	3	:30	10P- News-2 News at 10p							1		1	\$900.00	\$900.00	Salt Lake City (KUTV)		10/22/12
14.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	10:35P- CBS-The David Letterman Show		1							1	\$285.00	\$285.00	Salt Lake City (KUTV)		10/22/12
15.0	Normal Line / News	11/02/12-11/02/12	1	:30	6P- News-2 News at 6p						1			1	\$1,000.00	\$1,000.00	Salt Lake City (KUTV)		10/23/12
16.0	Normal Line / News	11/05/12-11/05/12	3	:30	6:30P- Entertainment Tonight		1							1	\$475.00	\$475.00	Salt Lake City (KUTV)		10/23/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:



# Station Order Revised Add to Schedule

## Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

Estimate ID

**Flight Dates:** Monday, October 29, 2012 to Tuesday, November 06, 2012

12833

**Contact:** Kristen Henderson  
**Email:** KHenderson@kutv2.com

**Phone:** 801-839-1234  
**Fax:** 801-839-1101  
**Direct:** 801-839-1119

### KUTV-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
				Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
KUTV 5:30a News	EM	M-F	\$150.00								1		1
5:30 AM 6:00 AM		30	<b>\$150.00</b>										
Sold Out at LUR per KUTV. Lowest Rate to Clear													
KUTV 6a News	EM	M-F	\$275.00				1	1				1	3
6:00 AM 8:00 AM		30	<b>\$825.00</b>										
CBS This Morning	EM	M-F	\$135.00	1		1							2
8:00 AM 9:00 AM		30	<b>\$270.00</b>										
Sold Out at LUR per KUTV. Lowest Rate to Clear													
KUTV Noon News	DT	M-F	\$135.00	1			1						2
12:00 PM 1:00 PM		30	<b>\$270.00</b>										
Sold Out at LUR per KUTV. Lowest Rate to Clear													
Ricki Lake	EF	M-F	\$125.00		1			1					2
3:00 PM 4:00 PM		30	<b>\$250.00</b>										
KUTV 4p News	EN	M-F	\$175.00			1							1
4:00 PM 4:30 PM		30	<b>\$175.00</b>										
Sold Out at LUR per KUTV. Lowest Rate to Clear													
KUTV 4:30p News	EN	M-F	\$200.00				1						1
4:30 PM 5:00 PM		30	<b>\$200.00</b>										
Sold Out at LUR per KUTV. Lowest Rate to Clear													
KUTV 5p News	EN	M-F	\$400.00	1							1		2
5:00 PM 5:30 PM		30	<b>\$800.00</b>										
KUTV 6p News	EN	M-F	\$1,000.00					1					1
6:00 PM 6:30 PM		30	<b>\$1,000.00</b>										
Sold Out at LUR per KUTV. Lowest Rate to Clear													
Ent Tonight	PA	M-F	\$475.00								1		1
6:30 PM 7:00 PM		30	<b>\$475.00</b>										
Sold Out at LUR per KUTV. Lowest Rate to Clear													
NCIS LA	PT	Tu	\$1,300.00		1								1
8:00 PM 9:00 PM		30	<b>\$1,300.00</b>										
Sold Out at LUR per KUTV. Lowest Rate to Clear													
Saturday 10p News	LN	Sa	\$500.00						1				1
10:00 PM 10:35 PM		30	<b>\$500.00</b>										

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastrategies.com

Date/Time Sent: 10/23/2012 10:46:46 AM

KUTV-TV

Page 1 of 2



# Station Order Revised Add to Schedule

## Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

**Flight Dates:** Monday, October 29, 2012 to Tuesday, November 06, 2012

Estimate ID

12833

**Contact:** Kristen Henderson

**Email:** KHenderson@kutv2.com

**Phone:** 801-839-1234

**Fax:** 801-839-1101

**Direct:** 801-839-1119

### KUTV-TV

Program Name	DP	Days	Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
					Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
Sunday 10p News	LN	Su		\$900.00							1			1
10:00 PM 10:35 PM			30	\$900.00										
Sold Out at LUR per KUTV. Lowest Rate to Clear														
Letterman	LF	M-F		\$285.00								1		1
10:35 PM 11:35 PM			30	\$285.00										
Sold Out at LUR per KUTV. Lowest Rate to Clear														
<b>Station Gross Totals</b>				<b>\$7,400.00</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>4</b>	<b>1</b>	<b>20</b>

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 10/23/2012 10:46:47 AM

KUTV-TV

Page 2 of 2

suzannel@mediastrategies.com



# Station Order Add to Schedule Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

Estimate ID

**Flight Dates:** Monday, October 29, 2012 to Tuesday, November 06, 2012

12833

**Contact:** Kristen Henderson

**Phone:** 801-839-1234

**Email:** KHenderson@kutv2.com

**Fax:** 801-839-1101

**Direct:** 801-839-1119

## KUTV-TV

Program Name	Days	DP	Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
					Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
KUTV 5a News	EM		M-F	\$100.00	OK			1						1
5:00 AM 5:30 AM			30	\$100.00										
Highly pre-emptible at LUR per KUTV. Move to L2														
KUTV 5:30a News	EM		M-F	\$150.00	OK							1		1
5:30 AM 6:00 AM			30	\$150.00										
Highly pre-emptible at LUR per KUTV. Move to L2														
KUTV 6a News	EM		M-F	\$550.00	→ CAN CLEAR @ \$275				1					1
6:00 AM 8:00 AM			30	\$550.00										
Highly pre-emptible at LUR per KUTV. Move to L1														
CBS This Morning	EM		M-F	\$135.00	OK			1						1
8:00 AM 9:00 AM			30	\$135.00										
Highly pre-emptible at LUR per KUTV. Move to L2														
KUTV Noon News	DT		M-F	\$135.00	OK	1								1
12:00 PM 1:00 PM			30	\$135.00										
Highly pre-emptible at LUR per KUTV. Move to L2														
Ricki Lake	EF		M-F	\$225.00	→ CAN CLEAR @ \$125				1					1
3:00 PM 4:00 PM			30	\$225.00										
Highly pre-emptible at LUR per KUTV. Move to L2														
KUTV 4p News	EN		M-F	\$175.00	OK			1						1
4:00 PM 4:30 PM			30	\$175.00										
Highly pre-emptible at LUR per KUTV. Move to L2														
KUTV 4:30p News	EN		M-F	\$200.00	OK				1					1
4:30 PM 5:00 PM			30	\$200.00										
Highly pre-emptible at LUR per KUTV. Move to L2														
KUTV 5p News	EN		M-F	\$900.00	→ CAN CLEAR @ \$400	1								1
5:00 PM 5:30 PM			30	\$900.00										
Highly pre-emptible at LUR per KUTV. Move to L1														
KUTV 5p News	EN		M-F	\$400.00	OK				1					1
5:00 PM 5:30 PM			30	\$400.00										
Highly pre-emptible at LUR per KUTV. Move to L2														
NCIS LA	PT		Tu	\$1,350.00				1						1
8:00 PM 9:00 PM			30	\$1,350.00										
→ CAN CLEAR @ \$1300														
Saturday 10p News	LN		Sa	\$650.00	→ CAN CLEAR @ \$500								1	1
10:00 PM 10:35 PM			30	\$650.00										
Highly pre-emptible at LUR per KUTV. Move to L2														

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzanne@mediastategies.com

Date/Time Sent: 10/22/2012 11:14:51 AM

KUTV-TV

Page 1 of 2



# Station Order Add to Schedule Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

Estimate ID

**Flight Dates:** Monday, October 29, 2012 to Tuesday, November 06, 2012

12833

**Contact:** Kristen Henderson

**Phone:** 801-839-1234

**Email:** KHenderson@kutv2.com

**Fax:** 801-839-1101

**Direct:** 801-839-1119

## KUTV-TV

Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
					Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
Sunday 10p News	LN	Su		\$900.00 <i>OK</i>							1			1
10:00 PM 10:35 PM		30		\$900.00										
Highly pre-emptible at LUR per KUTV. Move to L2														
Letterman	LF	M-F		\$285.00 <i>OK</i>								1		1
10:35 PM 11:35 PM		30		\$285.00										
Highly pre-emptible at LUR per KUTV. Move to L2														
<b>Station Gross Totals</b>						2	2	2	2	2	1	1	2	14

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 10/22/2012 11:14:52 AM

KUTV-TV

Page 2 of 2

suzannel@mediastrategies.com